

ORDER



Orders
Order / Rev: 718309
Alt Order #: 06352938
Product Desc: OBAMA FOR AMERICA
Estimate: 1881
Flight Dates: 09/28/12 - 10/04/12
Original Date / Rev: 09/27/12 / 09/27/12
Order Type: Political

WKYC

Primary AE: Joe Knauer
Sales Office: T-WAS
Sales Region: NAT

Agency Name: Greer Margolis Mitchell/ Pol
Buying Contact:
Billing Contact:
 3050 K St NW
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: WEEKLY
Agency Commission: 15%

Advertiser Name: Obama/D/President
Demographic: A35+
Product Codes: PL-Presidential,Political,PL-Federal
Priority: P-2
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/24/12	09/30/12	10	\$102,200.00	\$86,870.00
10/01/12	10/07/12	39	\$255,900.00	\$217,515.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	10	\$102,200.00	\$86,870.00	0.00
October 2012	39	\$255,900.00	\$217,515.00	0.00
Totals	49	\$358,100.00	\$304,385.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Joe Knauer			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WKYC	10/01/12	10/04/12	Days of Our Lives Days of Our Lives	CM	1p-2p	MTWT---	2:00	2	\$2,000.00	P-2	0.00	NM	2	\$4,000.00
DAYS OF OUR LIVES THE ABOVE TIME IS REPORTED IN MINUTES <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/01/12 10/07/12 MTWT--- 2 \$2,000.00 0.00															
2	WKYC	10/01/12	10/04/12	M-F 10-11a M-F 10-11a	CM	10a-11a	MTWT---	2:00	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
GOOD COMPANY THE ABOVE TIME IS REPORTED IN MINUTES <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/01/12 10/07/12 MTWT--- 1 \$1,000.00 0.00															
3	WKYC	10/01/12	10/04/12	Tonight Show Tonight Show	CM	1135p-1237a	MTWT---	2:00	2	\$4,800.00	P-2	0.00	NM	2	\$9,600.00
TONIGHT SHOW THE ABOVE TIME IS REPORTED IN MINUTES <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/01/12 10/07/12 MTWT--- 2 \$4,800.00 0.00															
4	WKYC	10/01/12	10/04/12	M-F 11a-1230p 11a-1230p	CM	11a-1230p	MTWT---	2:00	3	\$1,600.00	P-2	0.00	NM	3	\$4,800.00
TODAY SHOW 3 THE ABOVE TIME IS REPORTED IN MINUTES <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/01/12 10/07/12 MTWT--- 3 \$1,600.00 0.00															
5	WKYC	10/01/12	10/04/12		CM	1237a-136a		2:00	1	\$1,900.00	P-2	0.00	NM	1	\$1,900.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
23	WKYC	09/30/12	09/30/12	Su 12-1230p Channel 3 News at Noon Su CH 3 WEEKEND NOON NEWS THE ABOVE TIME IS REPORTED IN MINUTES	CM	12-1230p /Su	-----S	2:00	1	\$2,600.00	P-2	0.00	NM	1	\$2,600.00
24	WKYC	09/30/12	09/30/12	Football Night in America Football Night In America FOOTBALL NIGHT THE ABOVE TIME IS REPORTED IN MINUTES	CM	Various	-----S	2:00	1	\$12,000.00	P-2	0.00	NM	1	\$12,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/24/12 09/30/12 -----S 1 \$12,000.00 0.00															
25	WKYC	09/30/12	09/30/12	NFL Regular Season Fo NFL Football NFL: NY GIANTS/PHILLY THE ABOVE TIME IS REPORTED IN MINUTES	CM	NFL Football (8:00 PM-11:00 PM)	-----S	2:00	1	\$34,000.00	P-2	0.00	NM	1	\$34,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/24/12 09/30/12 -----S 1 \$34,000.00 0.00															
26	WKYC	09/30/12	09/30/12	SUN TDY NBC Today Show (Su) SUNDAY TODAY THE ABOVE TIME IS REPORTED IN MINUTES	CM	8a-9a	-----S	2:00	1	\$5,600.00	P-2	0.00	NM	1	\$5,600.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/24/12 09/30/12 -----S 1 \$5,600.00 0.00															
27	WKYC	09/30/12	09/30/12	Sun 9-1030a Channel 3 News Sun 9a CH3 NEWS SUN @ 9AM THE ABOVE TIME IS REPORTED IN MINUTES	CM	9a-1030a	-----S	2:00	1	\$5,600.00	P-2	0.00	NM	1	\$5,600.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/24/12 09/30/12 -----S 1 \$5,600.00 0.00															
28	WKYC	10/02/12	10/02/12	Tue Prime C Tue Prime C PARENTHOOD THE ABOVE TIME IS REPORTED IN MINUTES	CM	10-11p	-T-----	2:00	1	\$18,000.00	P-2	0.00	NM	1	\$18,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/01/12 10/07/12 -T----- 1 \$18,000.00 0.00															
29	WKYC	10/02/12	10/02/12	Tue Prime A Tue Prime A THE VOICE THE ABOVE TIME IS REPORTED IN MINUTES	CM	8-9p	-T-----	2:00	1	\$20,000.00	P-2	0.00	NM	1	\$20,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/01/12 10/07/12 -T----- 1 \$20,000.00 0.00															
30	WKYC	09/28/12	09/28/12	M-F 7-9a Today Today Show TODAY SHOW THE ABOVE TIME IS REPORTED IN MINUTES	CM	7a-9a	----F--	2:00	1	\$5,600.00	P-2	0.00	NM	1	\$5,600.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/24/12 09/30/12 ----F-- 1 \$5,600.00 0.00															
													Totals	49	\$358,100.00